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Carol Massie
President
McDonald's Restaurants

Roxanna Sassanian
Vice President
Sunset Gower Studios

Duke Gallagher
Treasurer
The Production Group

Elizabeth McDonald
Secretary
The Los Angeles
Film School

Fabio Conti
The Fabiolus Café

Charles Eberly
The Eberly Company

Brian Folb
Paramount Contractors

John Given
CIM

Kitty Gordillo
Hollywood YMCA

Melissa Logan
Amoeba Music

Harout Markarian
Western Diocese of the
Armenian Church

Michael Pogorzelski
AMPAS

Fred Rosenthal
Ametron

Katie Seymour
Sunset + Vine

Michael Smith
Broadreach Capital
Partners

Arthur Stryman
Kilroy Realty
Corporation

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Sarah Besley
Executive Director

April 29, 2013

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah Besley
Executive Director
Sunset & Vine Business Improvement District

SUBJECT: First Quarter Report: January 1, 2013 through March 31, 2013



I. Operational Issues

- Treasurer, Duke Gallagher distributed a year-end cash flow statement and reconciliation report to the board in January. CHC ended the year with \$74,390 remaining cash to rollover into the 2013 year. Additionally, \$56,897 remains in the 2007-11 BID account for capital projects within the prior BID boundaries.
- In February, the City Clerk's Office notified HPOA staff that seventeen parcels that were previously zoned residential were developed by LAUSD and rezoned commercial. Consequently the CHC will gain a slight increase in assessment revenue over the course of the year. It was agreed that if funds continue to come in at the current rate, it may be wise to repurpose the excess delinquency funds later in the year.
- The CHC held its Annual Meeting on February twelfth where the Nominating Committee (chaired by Kitty Gordillo) introduced a slate of new board members and officers. Eight members were elected to serve two-year terms. The following officers were elected to serve one year terms: Carol Massie (President), Roxanna Sassanian (Vice President), Elizabeth McDonald (Secretary), and Duke Gallagher (Treasurer).
- BID Staff worked with Jeff Briggs (legal counsel) on a whistleblower policy, a conflict of interest policy and a document retention policy that were introduced to the board. The document retention policy was integrated into the CHC/HPOA management contract approved in January. The conflict of interest and whistleblower policies were scheduled for the board's approval in May.
- Rick LaRue (Insurance West) attended the February meeting to discuss the insurance policies held by the board. Currently, the CHC has a standard liability policy with a limit of \$2M and \$5M umbrella. The Directors and Officers policy has a \$5M limit and \$1,000 deductible well within the city's contract requirement.

- HPOA staff continued discussions with the Chamber and Guggenheim Partners on a comprehensive parking district in Hollywood. Staff attended meetings with the Chief Administrative Officer and Mayor's Office to discuss the concept of the concession agreement and identify the structure of a joint powers authority to help manage the district. In concept, the JPA would allow stakeholder input on pricing, management, signage, etc.
- In lieu of the March Board Meeting, the group took a tour of the BID to gain better insight into the needs of the various properties within the district. Staff arranged tours of various properties and businesses including: Sunset Media Center, Sunset Bronson Studios, Redemption Foods, the Hollywood Athletic Club Building and the Hollywood YMCA. The board concluded the tour with dinner at Off Vine Restaurant.

II. Security

- Steve Seyler (Andrews Intl.) reported that they have ramped up their efforts to be more visible with bike and foot patrols. They meet with homeless outreach providers every other week and see LAPD as their most important partnership. Seyler reported that in 2012, they made 240 arrests within the BID, 160 of which were alcohol related.
- In the January meeting, Joe Mariani said a working group has agreed in principal on a five-year contract with Andrews International, and hoped to have a draft contract sometime in March.
- The Hollywood Homeless count took place on January 31st, the HPOA once again served as coordinator for the Hollywood count. About 150 volunteers participated in this year's count and a comparison report from the previous year's count will be presented at the next board meeting.
- Since October, the HED has been under pressure to provide security services at night. From 8-10 P.M., the guards are serving in an "observe and report" capacity three nights per week, Thursday through Saturday. This late night deployment is part of a three-week pilot program. As a result the Sunset & Vine BID's 6 A.M. car is no longer deployed and the LAPD's TAB car will be providing early morning patrol.
- Bill AB5 (Homeless Bill of Rights) went back to Ammiano for amendments. The LA BID Consortium and the California Downtown Association have both voiced opposition to the bill. A movement was made in the February board meeting to draft a letter of opposition. The letter pointed to many examples where our BID security officers and outreach partners have engaged our homeless neighbors and ultimately led them to services and/or housing (which the bill, as written, would prohibit).

III. Streetscape Issues

- In January, BID Staff prepared a grant application to DWP. The application requested funds to clean up the six major freeway off-ramps leading into Hollywood. The funding available between both the Hollywood Entertainment District and Sunset & Vine BIDs is \$10,000, allowing the BID's maintenance contractor, CleanStreet, to care for the ramps approximately twice a month for the remainder of the year.
- The HPOA retained Kip Rudd (formerly of the Community Redevelopment Agency) to assist with advocacy and assistance in obtaining Metro Call For Projects grant funds originally awarded to the CRA. If granted, the CHC may receive up to \$619,000 for streetscape improvements, including tree removal, planting and terrazzo repair, along Vine Street between Sunset and Selma. Staff is currently working with the Walk of Fame Trust, which in concept, has offered to contribute the \$240,000 needed for matching funds.

IV. Marketing Issues

- Planning meetings continue in preparation for the Sunset & Dine event scheduled for June 13th. This year the working group is partnering with the Academy of Motion Pictures Arts and Sciences who will host the event and screen the movie, "Sunset Boulevard."
- New trash can plaques were designed and installed in the CHC BID, based on illustrations from last year's pole banner competition. The board approved purchase of 500 new plaques last December.

V. Other

- Sheryl Brady (representing Sam Patel) visited the January board meeting to present plans for the Vagabond Hotel Project (1135 Vine St.). They are proposing the demolition of the existing 54-room hotel at 1135 Vine Street and construction of a new 112-room, five story hotel and café with subterranean parking. The project will feature an urban façade, street landscaping, and ground level parking adjacent to the lobby. Developers hope to begin in approximately 14 months; the plans are currently under review by the city. The development will cost about \$7M.
- David Simon (Kilroy Realty) and Samantha Martinez (Kindel Group) gave a presentation in February on development plans for the newly acquired Columbia Square property at 6121 Sunset Boulevard.